

CLARE ASHTON

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BIG LAUNCH FOR YOUNG FYLDE ENTREPRENEUR'S SALON

Tonight [Friday 10th Sept] sees the official launch of *Hair By Clare Ashton*, the Fylde's latest contemporary hair salon, located in the bustling village of Freckleton.

With around 100 guests invited, the launch party is expected to be a lavish champagne and canapés affair where customers can take a look at the stunning salon, learn more about the special opening offers and explore the innovative product range. Guests can also expect to receive a welcome pack with free product samples and will be invited to take part in a fundraiser for local children's charity *Donna's Dream House*.

The venture is that of manager and owner, Clare Ashton, who at just 24 saw a gap in the hairdressing market to provide service excellence at an affordable price.

"I love hairdressing and wanted to open a salon in the Fylde giving a particular attention to detail, but at a price that the average person could afford. We are still using the best products, from the likes of Wella, Neal & Wolf and Tigi – and we also have The O by Cloud Nine, the revolutionary heated roller system used to create glamorous body and curl with celebrities such as Cheryl Cole. Our customers will receive a salon experience on a par to any top rated salon, but the only difference will be that it's more affordable," said Clare.

Speaking further about the business and its values, Clare commented,

"It's been my ambition since starting in hairdressing over 10 years ago to open my own salon and now I'm realising that dream it's fantastic. Being incredibly passionate about hairdressing, I want to bring the most creative techniques and innovative products to the Fylde, and I think we've created a beautiful surrounding in which to do so."

Clare brings a wealth of experience and qualifications to the business, with over 10 years working in salons around the Fylde, and keeps up to date with all the latest trends by attending professional courses at the likes of the Wella Studio in Manchester, and more locally at the renowned David Thomas Salon in Preston. Most recently she has worked as a successful mobile hairdresser before brainchilding the salon venture.

To book a free consultation contact Hair By Clare Ashton on 01772 490156.

Ends - 361 words.

Notes to editors:

- The Press are invited to attend between 7.30pm and 9.30pm on Friday 10th September.
- Hair By Clare Ashton is situated on Lytham Road in Freckleton.
- The venture has taken more than 12 weeks of planning and took just 3 weeks to renovate the property.
- Hair By Clare Ashton aims to create jobs for up to 3 young enthusiastic stylists in the next 6-12 months.

For more information contact Hair By Clare Ashton on 01772 490156

Or for all media enquiries please email Mark Camp at Workhouse Marketing:
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